

METHODS, SYSTEMS AND COMPUTER PROGRAM PRODUCTS FOR  
CONDUCTING A VIRTUAL PRODUCT PRESENTATION

ABSTRACT OF THE DISCLOSURE

- 5           Methods, systems and computer program products for conducting a virtual product presentation are provided. Voice communications are established between a sales representative at a first computer and a customer at a remote second computer coupled to the first computer. Respective first and second displays of a three-dimensional product presentation space are generated at respective ones of the first
- 10           and second computers. Navigation of the three-dimensional product presentation space at the second computer is controlled from the first computer while maintaining the voice communications between the sales representative and the customer. Generation of the respective first and second displays of a three-dimensional product presentation space may occur responsive to authorization of access to the three-
- 15           dimensional product presentation space from the second computer, e.g., by software key and/or password credentials transmitted from the second computer to a web server or other data processing apparatus that implements the virtual product presentation space.